

## LEASE OF THE WEEK

### Grrrr! Machismo Maker Under Armour Pumps Pop-Up in Old eBay Space

3 West 57th Street

At the new **Under Armour** pop-up store on West 57th Street, before perusing displays of performance activewear, shoppers enter beneath a giant sign emblazoned with words that have all but become the brand's official credo: "Protect this house."

First used in an advertising campaign featuring Dallas Cowboy Eric Ogbogu, it is a phrase that has garnered cultural cachet with football teams, teenage boys and members of the military (all demographics that have aided Under Armour in its swift rise to glory), and says a lot about the aggressively heterosexual male fantasy that has defined the brand. It's a brand that tapped into the fact that a large swath of male self-images and aspirations had been molded more by the "Army of One" campaigns than by Calvin Klein models. But if Under Armour has embodied traditional tropes of machismo, it is equally dependent on a generation of brand-savvy male shoppers, as much a child of the *Queer Eye* decade as of ESPN.

A central feature of the 3,300-square-foot store is the display of Under Armour's bobsled and ski uniforms for the 2010 U.S. Olympic teams. More than a display, like just about everything Under Armour does, it doubles as a marketing device, injecting the zenith of highly technical, state-of-the-art athletic into the everyman's workout fantasy—transforming an activity entailing little more than an old T-shirt and cross trainers into

a vision of streamlined, sweat-wicking sheen.

Founded in 1994 by 23-year-old entrepreneur Kevin Plank, the company has paid scrupulous attention to brand image, sending Dick's stores custom mannequins that looked like they'd been pumped full of steroids and cultivating close alliances with professional sports teams and the military (now the brand's largest wholesale buyer). The blurred line between sales and brand development has only enhanced Under Armour's aura of authenticity: Web shoppers can't help but scroll past the flame-retardant tee (part of the "Tactical" military line) on their way to the cold-weather socks.

An Under Armour women's line was introduced in 2005, but it has yet to see the sort of fanatical devotion the brand's male products have inspired. Lululemon, the yoga-inspired athletic retailer that inspires a fanatical, Lycra-fueled devotion of its own, is perhaps better in touch with women's psyches, which—shock—are not the same as men's.

The pop-up store, which opened last week at **3 West 57th Street** in the space recently used by eBay to pop up into the non-virtual, will remain open through mid-January. New Year's resolutions, anyone?



### Pastrami on Lease: Artie's Staying at 2290 Broadway

2290 Broadway

There has been a small but clamorous to-do lately about the decline of the New York Jewish deli from its heyday of thousands to the couple dozen that remain today, their

menus reading like pickled and preserved slices of a world otherwise lost to dispersal and assimilation. (The discovery of cholesterol hasn't helped, either.) But it's not all bleak news for deli lovers: **Artie's** on the Upper West Side signed a lease to stay put for the foreseeable future and may even be expanding to new locations at an indeterminate later date.

Of course, as with most things Manhattan real estate, it's also not all uncomplicated news. Artie's was named for Artie Cutler, founder and owner of, among other New York chains, Carmine's, the Italian eatery of prodigious portions, and the Chinese noodle shop Ollie's. When Cutler died, his Alicart Restaurant Group retained ownership of the food concepts. According to *Crain's*, Alicart sold Artie's to **Tuzia Feldman**, who signed a 15-year lease for the deli to remain at **2290 Broadway**, at 83rd Street.

So maybe Artie's was founded



not by Eastern European immigrants generations ago but in the '90s by a man with an aptitude for marketing ethnic cuisines to mainstream palettes. Lining the walls with black-and-white photos of bygone times, evoking eras in the period paneling, Cutler pedaled in the same currency of nostalgia that motivates the recent odia to a dying culture of delicatessens.

And why not? The pastrami-and-rye culture was born not only from Old World traditions but from the demands, constraints and unfamiliar cultures immigrants encountered on the Lower East Side. When it comes to nostalgia, the messy historical truth has always been a little irrelevant, and this story seems to have a few sandwiches in it yet.



### Splendida! Italian Clothier Krizia Plants New Store in Thor's MePa Spot

446 West 14th Street

Krizia, the Italian fashion line of Mariuccia Mandelli, is said to have taken its name from an unfinished dialogue of Plato on the subject of women's vanity (Plato did, however, manage to finish a number of other gender-related theories, most notably his belief that cowardly men were reborn as women, a step up from rebirth as animals). The fashion label was founded in 1954, almost two decades before John Berger wrote that the real purpose of the hand mirror held by the nude woman in Hans Memling's painting *Vanity* is to make the subject collude in her own objectification. But one has to assume a certain irony was intended in Krizia's naming, a turning of the mirror back on the viewer that condemns her.

Krizia went on to become one of Italy's most dynamic women-led fashion empires, those bold powerhouses of global prominence and multibillion-dollar industry (Prada, Laura Biagiotti, Alberta Ferretti, to name a few) that highlight the dualities of modern Italian culture, which is as much about Donatella Versace as it is Silvio Berlusconi.

Its new 4,000-square-foot space at **446 West 14th Street** marks Krizia's foray into the meatpacking district,



a move that underscores just how very yesterday's news the neighborhood's ultra-chic credentials are these days. Who even remembers its speedy rise from hipster to high-brow on the fashionability index?

"The European invasion into the district continues unabated," said **Joseph Sitt** (pictured) of **Thor Equities**, who brokered the deal. The meatpacking district, he said, was a "fashion Mecca."

Krizia was one of the first major Italian fashion lines to debut women's ready-to-wear fashions. It's since become known for its ability to achieve looks simultaneously tough and tender that, for all their paeans to high fashion, are also accessible.

The store will open in 2010.



### From Seoul to Solil: Surfer-Chic Retailer WHO.A.U. Takes 12K Feet on 34th

22 West 34th Street

You know the resurgence of the California dreamin' ethos (more Hollister and *The O.C.* than the Mamas and the Papas) has become something larger than a trend when even South Korea is joining the sun-fueled surf party. **WHO.A.U.** is a new brand by the South Korean fashion

conglomerate E-Land that debuted in the U.S. last year. With the brand's sepia-tinged advertisements lending a sun-bleached, slightly '70s feel to their uniformly white cast of scantily clad teenagers, it's hard to see just how it intends to differentiate itself from the Abercrombies

and Hollisters selling similarly distressed \$70 jeans.

But having already won the hearts and dollars of at least a few suburban teens in New Jersey and Connecticut, the brand is opening its flagship New York store at **22 West 34th Street**. The asking rent for the ground-floor portion of the store's 12,000 square feet was, according to *Crain's*, near \$400 a square foot.

**Faith Hope Consolo** and **Joseph Aquino** of **Prudential Douglas Elliman** represented the tenant for the 10-year lease. Landlord **Solil Management Corp.** was represented in-house.

